

FIG. 1

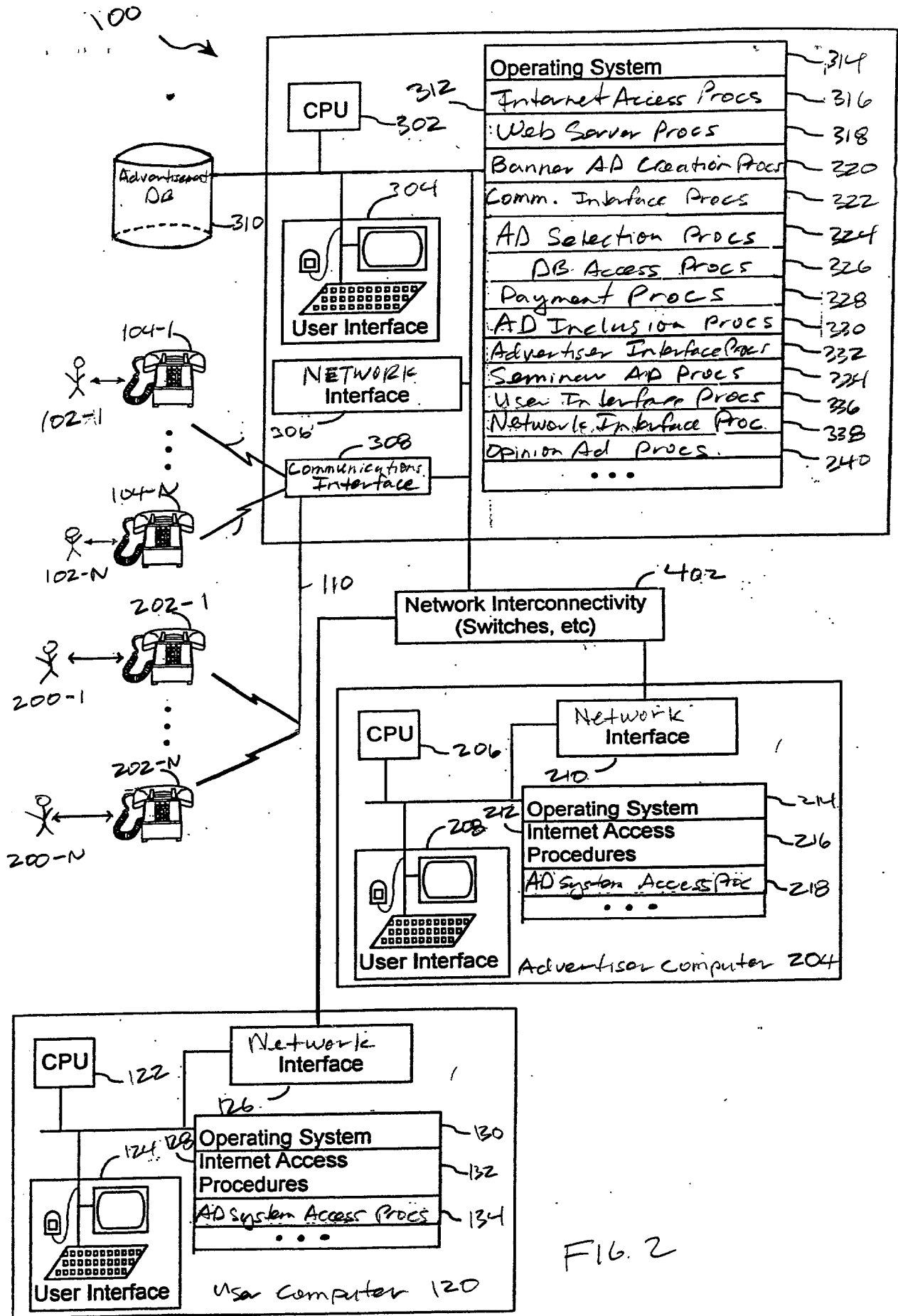






Figure 3: Customer Interface Screen

Choose the seminar you would like to join:

Title	Description	Reward	Format	Extras	Joining
Looking to buy a vacation home? Discuss the possibilities here!	Vacation spots in South Florida and the Caribbean will be discussed. <a href="#">Click here to learn more.</a>	25 cents per minute, plus \$2 for revealing your credit history	One on one	Items can be bought by pressing #9	 <a href="#">Click here to Join Seminar</a>
World History Encyclopedia Set	Give your child a head start with this wonderful learning tool. <a href="#">Click here to learn more.</a>	10 cents per minute	One to many (unlimited)	Items can be bought by pressing #9	 <a href="#">Click here to Join Seminar</a>
Auto Stereo Systems	Hear about the latest in car audio systems - Sony, Alpine, Bose, Toshiba. <a href="#">Click here to learn more.</a>	20 cents per minute	One to many (limited to 12 people)	None	 <a href="#">Click here to Join Seminar</a>
Exercise System by BodyBlade	Learn about the new impact-free body-building system from BodyBlade. <a href="#">Click here to learn more.</a>	15 cents per minute, plus \$3 for revealing current owned equipment	One on one	Items can be bought by pressing #9	 <a href="#">Click here to Join Seminar</a>
Your Shampoo Preferences	Discuss your preferences regarding sport shampoos and conditioners. <a href="#">Click here to learn more.</a>	15 cents per minute, plus \$2 for revealing current shampoo brand	One on one	None	Seminar not in progress

[Click here to see more Seminars.](#) Or, search for a Seminar according to a keyword:  [Go!](#)

SSO  
4

Figure 4: Advertiser Interface Screen

Create a Seminar

Create a Seminar Title:

Looking to buy a vacation home? Discuss the possibilities here!

Create a Seminar Description:

Vacation spots in South Florida and the Caribbean will be discussed. My name is Cindy Johnson and I am a marketer for Vacation Homes, Inc. My specialty is helping customers find the time-share arrangement that best suits their needs.

Specify the Reward you are willing to offer:

25 cents per minute

(Optional) Plus \$2.00 for revealing your credit history

This reward will be deducted from your credit card.

Add your credit card number here: Visa 4444-4444-4444-4444

Format:

☒ One on one

☐ One to many, with a limit of participants

Extras:

☒ Enable customers to purchase items when they press #9

☐ None

CREATE SEMINAR

**Figure 5: Targeted Banner Advertisement for Interactive Seminar**

600  
5

Hear Music Like You've Never Heard it Before 

Discuss our Auto Stereo Systems and earn 40 cents per minute!



[Click here to  
Join Seminar](#)

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**Figure 6: Customer Registration Screen for Participating in Paid Interactive Seminars**

650  
↓

Register here to Participate in Paid Seminars

Name: Roger Wilkins

Address: 123 Cherry Lane  
Concord, New Hampshire 03104

(This is where we will send you a check for the rewards you earn)

Telephone Number: 603-555-5555

(This is where we will call you when you click "Call Now" to join a Seminar)

Credit-Card Number: Visa 4444-4444-4444-4444

(We will draw funds from this credit card if you ever press #9 on your telephone keypad to purchase an item. If have accrued enough rewards in your account, we will not draw funds from this credit card.)

SUBMIT REGISTRATION

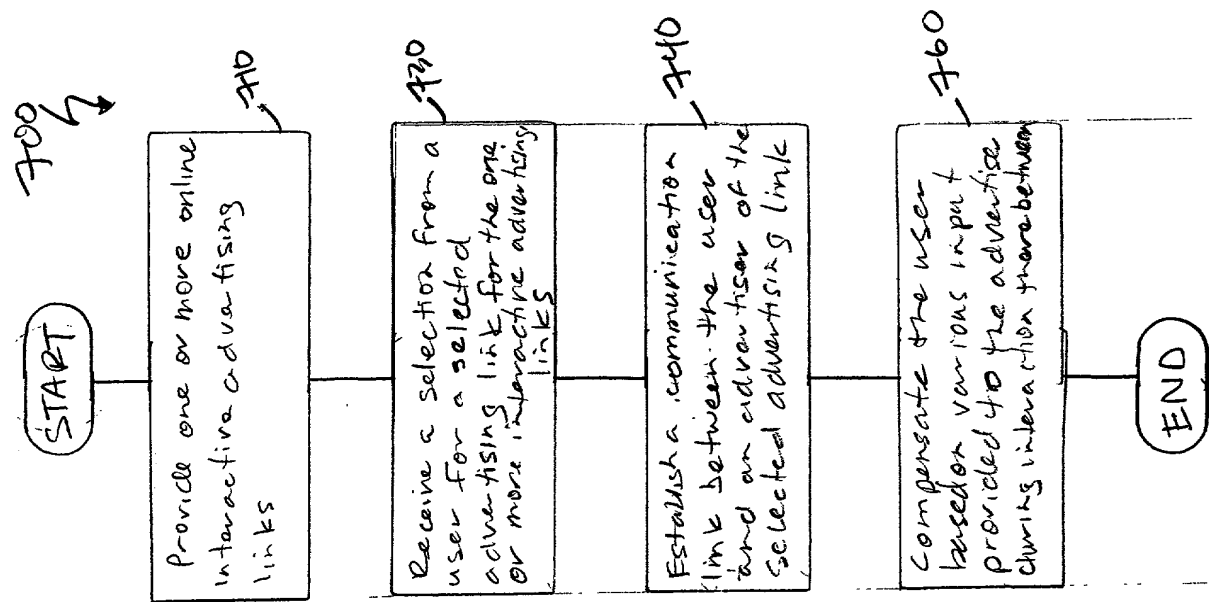


FIG. 7

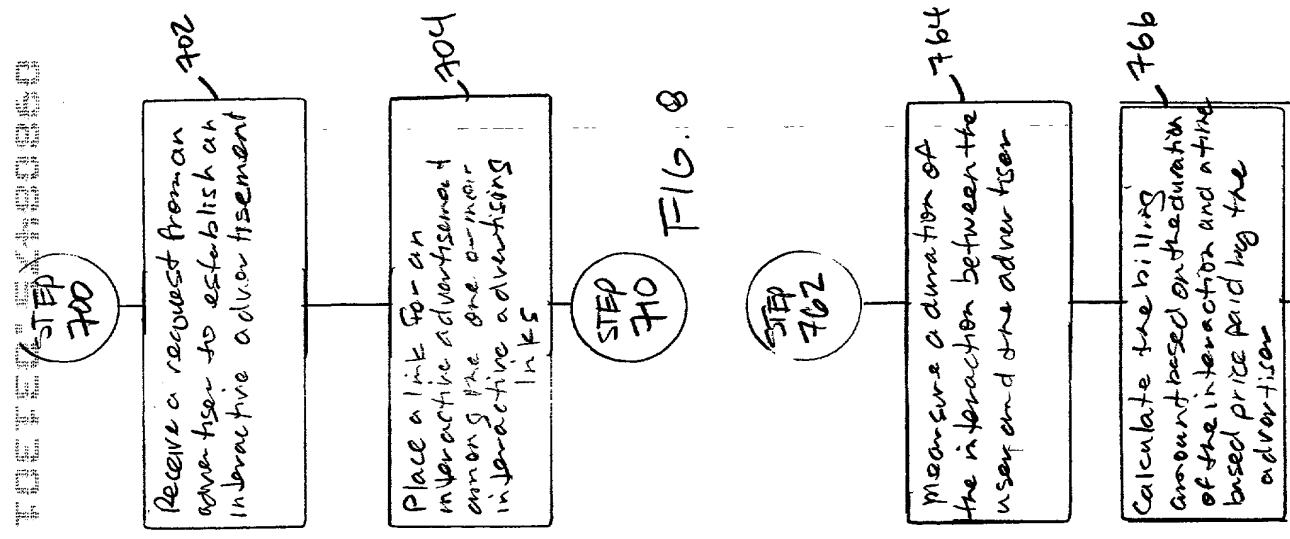


FIG. 8

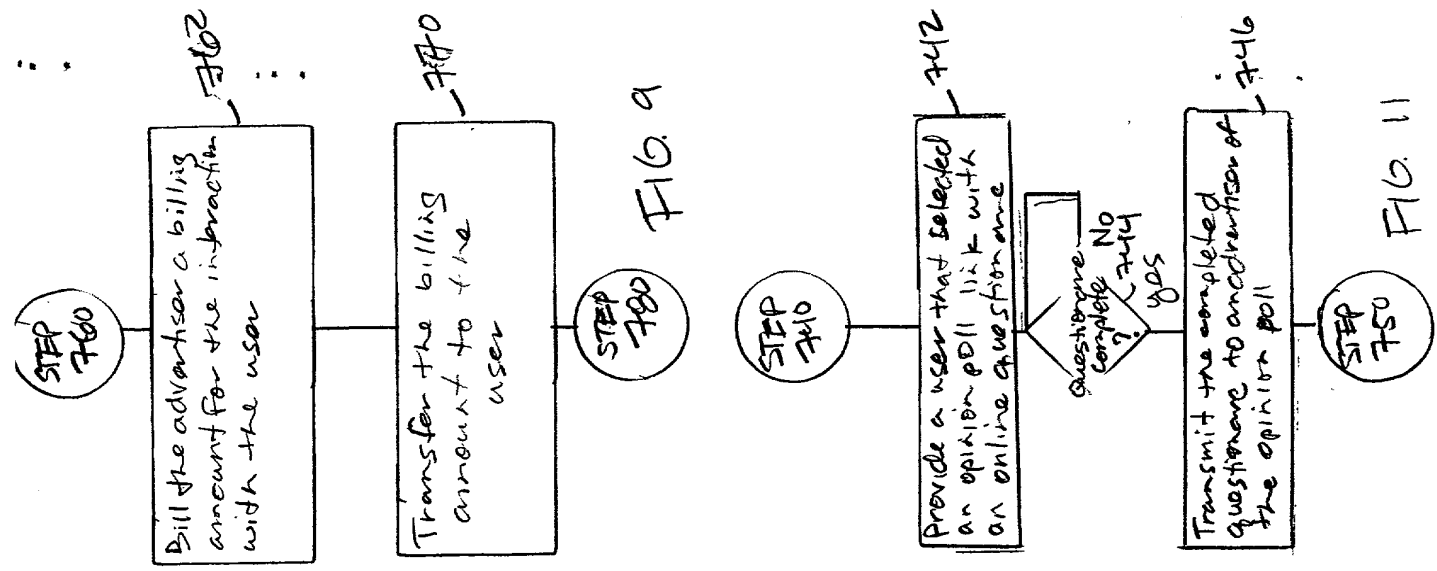


FIG. 9

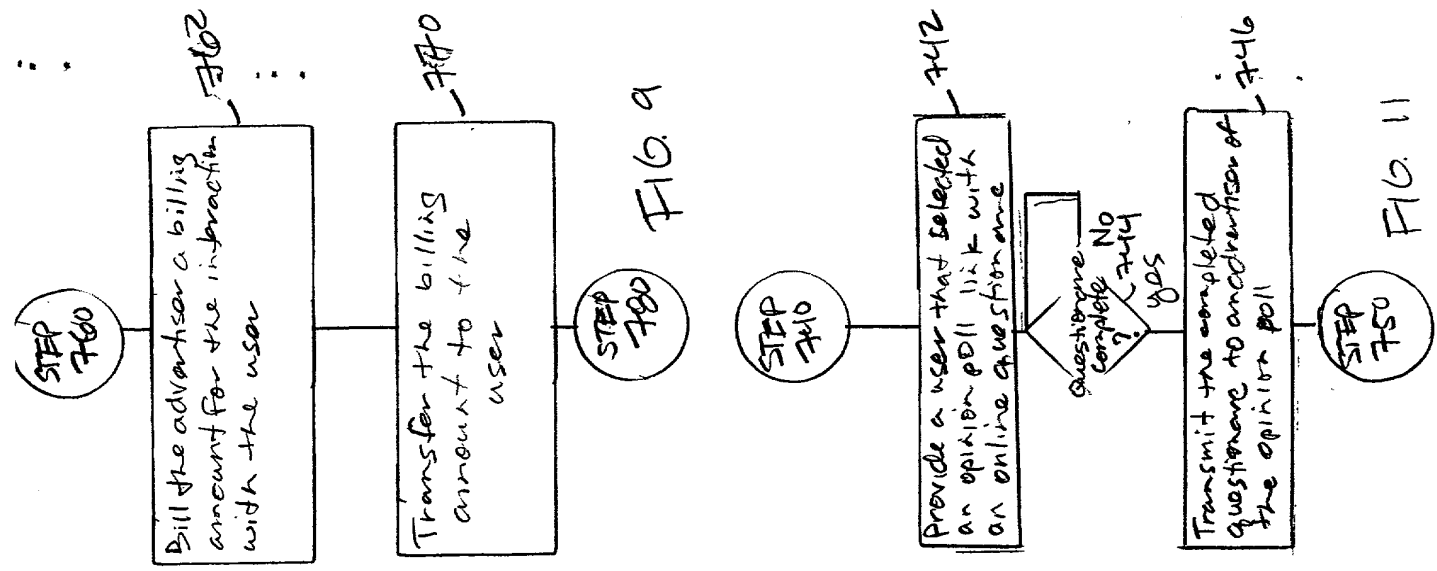


FIG. 10

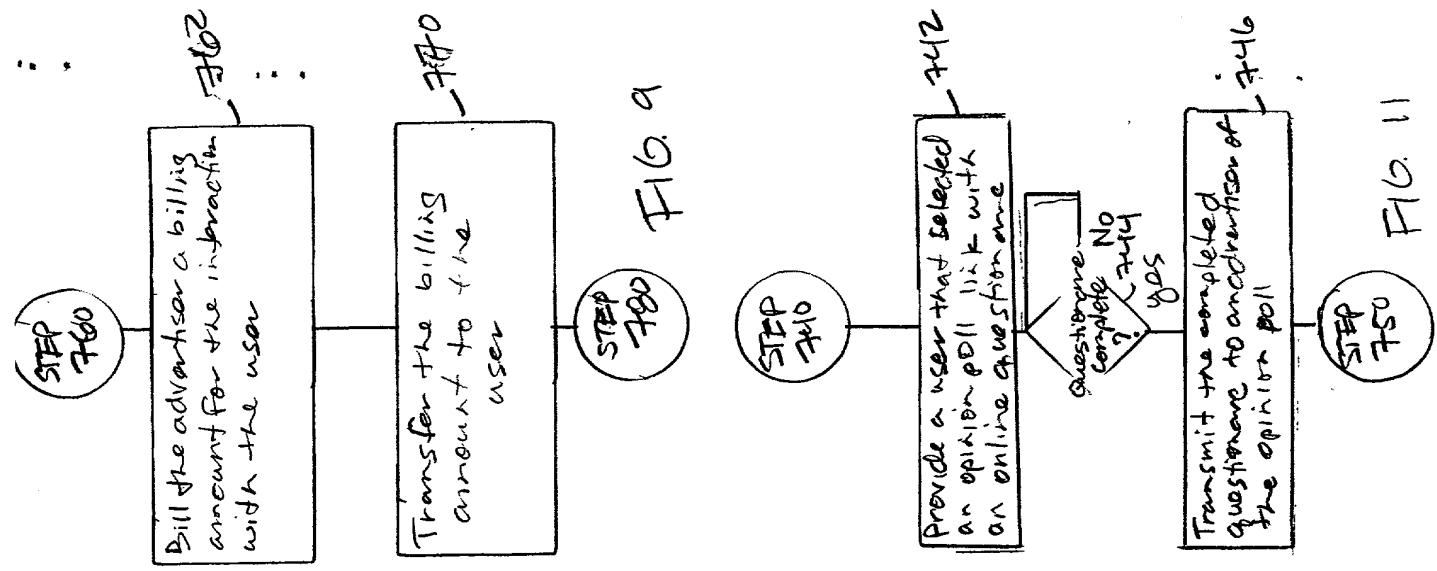


FIG. 11

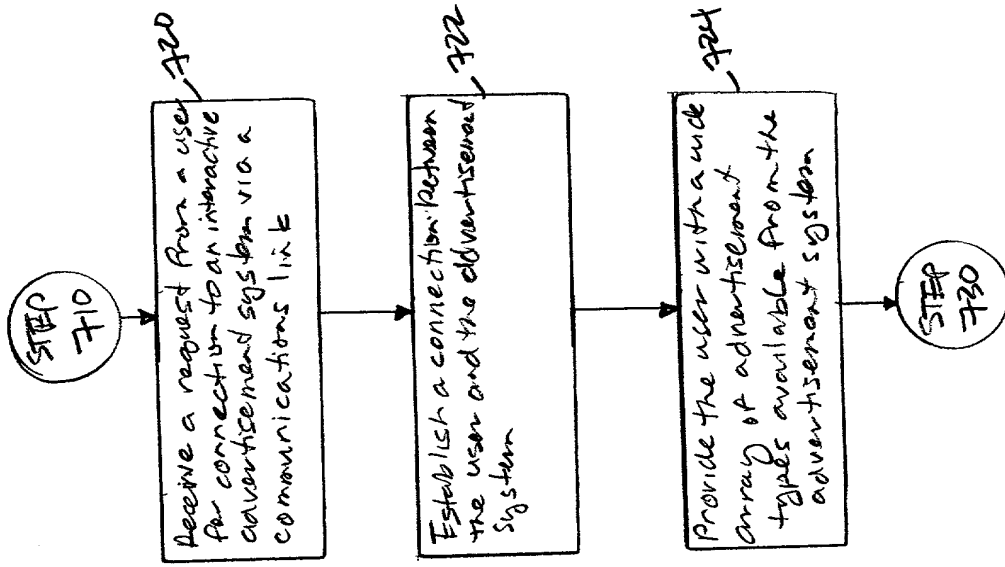


FIG. 12

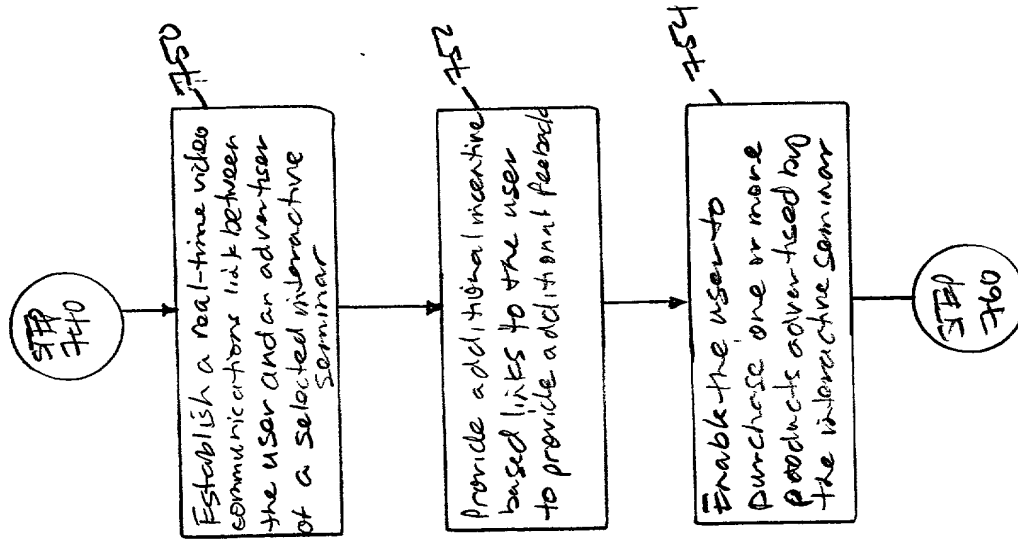


FIG. 13

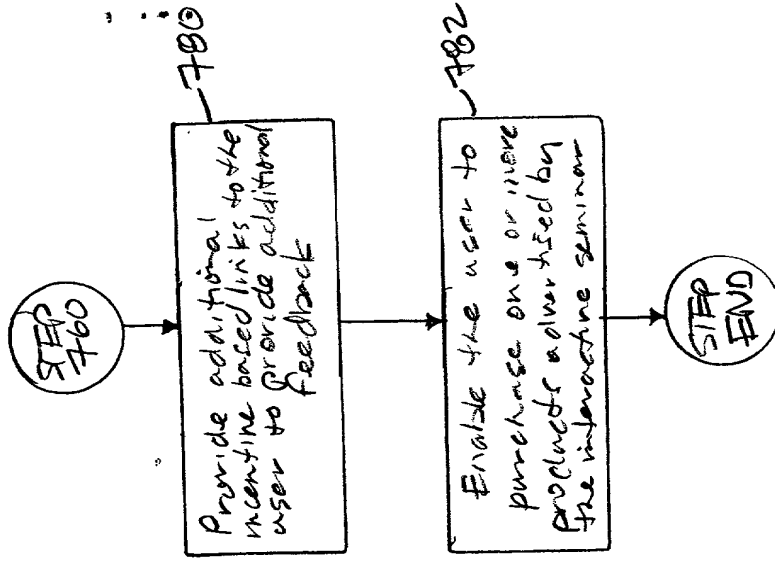


FIG. 14